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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of: GRANT & MORGAN

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ABSTRACT

A method for determining an opportunities-to-see ("OTS") distribution of a schedule of print or television media, comprises the steps of generating individual OTS distributions based on loyalty and casualness, wherein loyalty is a representation of the probability that an individual will read a print publication or view a television program according to a binomial distribution, and wherein casualness is the ratio of the additional reach of a succeeding issue over the reach of its preceeding issue to the additional reach of said succeeding issue to an independent issue; and summing said individual OTS distributions.

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